



Consortium for
Entrepreneurship
Education

EntrepreNews & Views

Building Tomorrow's Economy

National Entrepreneurship Week

Create Your Future....

- * New Ideas
- * New Opportunities
- * New Skills
- * New Challenges
- * New Leaders
- * New Wealth

Start now to plan for
the 2nd Annual
Celebration

February 23 - March 1, 2008

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GET INVOLVED... <www.NationalEWeek.com>

National Entrepreneurship Week...February 23 - March 1, 2008

The Consortium is pleased to share the outstanding support already underway for National Entrepreneurship Week.

- **MediaSpark, Inc.**, has contributed the design for our new website.
- **USA TODAY** has agreed to be our Media Partner, promoting the work of the Consortium and the events created by leaders all over the US.
- **YourHomework.com** will be sponsoring "Emily the Entrepreneur", a website specially designed to encourage elementary and middle school involvement with entrepreneurship education.
- **The Veterans Corporation**, a federally chartered non-profit that helps Veterans start or grow their small businesses, is sponsoring an Essay Contest with prizes to be awarded in Washington DC during National Entrepreneurship Week.
- Sponsorship is also being provided by the **Membership of the Consortium for Entrepreneurship Education**.

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"These Kids Mean Business\$"

If you missed the premier showing of this PBS Special in August we want to be sure everyone gets a chance to see "these kids" in action.

"A lot of kids would like to start their own business of one kind or another, but they don't know how. Most schools don't teach it." So says Clarence Page, Pulitzer Prize-winning columnist for the Chicago Tribune and essayist of THESE KIDS MEAN BUSINESS\$.

Centered on budding entrepreneurs across the country and the programs created to foster their interest and understanding of the free market, this documentary tells the tale of underserved youth creating and living their own versions of the American success story.



Clarence Page with the NFTE alumni

(Continued on page 2)



Consortium for
Entrepreneurship
Education

is committed to
entrepreneurial
excellence.

Membership is open to all
who see entrepreneurship
education as a priority.

Benefits to
members include...

- networking with leaders nationwide
- conducting professional development forums and workshops
- developing and sharing new materials
- identifying young entrepreneurs as role models, and
- providing centralized information access to educators

For more information about
the Consortium please
contact . . .

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THESE KIDS MEAN BUSINESS\$ (continued from page 1)

In the course of this one-hour documentary, viewers meet young entrepreneurs such as Eric and Derrick, 16-year-old twins in urban Milwaukee, as they promote their thriving lawn-care business; Laima, age 16, who makes sure her Web site development company in New York City doesn't sacrifice good design and aesthetics for the latest special effects; and, west of the Blue Ridge Mountains, David Lawson of Wise County, Virginia, who began converting six acres of his family property to a vineyard after completing a high school entrepreneurship class a few years ago.

"There might be opportunities outside of just getting to college and working for somebody. I've always wanted to be able to work for myself and be my own boss, but I wasn't sure exactly how I could do that," says David Lawson. David's elective entrepreneurship class was through an organization called Rural Entrepreneurship through Action Learning, otherwise known as REAL. "This class was a good introduction for me to realize that it's not so complicated in some respects to start your own business."

The stories in the documentary come from many parts of the country: Milwaukee, Wisconsin; South Los Angeles, California; Miami, Florida; Nashville, Tennessee; Chicago, Illinois; Wise County, Virginia; and New York City, New York. Among the organizations featured in the program are the National Foundation for Teaching Entrepreneurship, REAL Enterprises, Center for Teaching Entrepreneurship, Entrenuity, and the C. E. O. Academy.

"Entrepreneurship projects are, first and foremost, experiential education; they fill a vacuum that many young people feel that they need," says Professor Andrew B Hahn. "And they're voting with their feet. They're leaving school in droves, if you look at the dropout rate. And the principal reason for the dropout rate, according to research we and others have done, is that kids just don't like the regimentation for school. And they're crying out for experiential learning opportunities."

Clarence Page concludes THESE KIDS MEAN BUSINESS\$: "Even if these ambitious young entrepreneurs don't launch their own company right away, they walk away with skills, values and experiences that can help them in other ways for the rest of their lives."



Eric and Derrick working for their future



REAL's David Lawson in his vineyard

THESE KIDS MEAN BUSINESS\$ is a production of the Corporation for Educational Radio and Television (CERT). Essayist: Clarence Page. Award-winning Producer and director: Zach Richter. Director of Photography: Naftali Larish.

Check out their website for continuing support for youth entrepreneurship education and excerpts from the PBS Program

<www.thesekidsmeanbusiness.org>



SPONSORS ACTIVELY SUPPORTING NATIONAL ENTREPRENEURSHIP WEEK

Announcing the 2nd Annual "Honoring America's Veteran Entrepreneurs" Essay Contest



The National Veterans Business Development Corporation, doing business as The Veterans Corporation, is a Federally-chartered 501(c)(3) organization that is charged with creating and enhancing entrepreneurial business opportunities for Veterans, Service-Disabled Veterans, members of the Guard and Reserve and their family members.

After a successful first year, TVC is excited to announce the 2nd Annual "Honoring America's Veteran Entrepreneurs" Essay Contest. This Essay Contest will allow students to recognize and honor a parent or grandparent who is both a United States Veteran and an entrepreneur. United States students, ages 12 to 18, are to write an original essay telling us why their parent or grandparent, who is a Veteran of the United States Armed Forces or a member of the National Guard or Reserve, as well as an entrepreneur or business owner, should be named "Veteran Entrepreneur of the Year".

Two First Place Winners (age 12-14 and age 15-18 categories) will receive a trip to Washington, D.C. in February 2008 with his or her parents or grandparents, an invitation to a special awards ceremony, and more! In addition, honorable mention winners will receive \$50 savings bonds.

Essays must be accompanied by the official contest entry form and emailed or postmarked by December 14, 2007. For complete contest rules, information on last year's winner and to download the official contest entry form, visit www.veteranscorp.org.

GET INVOLVED....

Essay Deadline December 14, 2007

NEW Case Study on Entrepreneurship

Released: October 17, 2007 USA TODAY

Gen Y & Entrepreneurship: Fad or Legacy

Some are calling today the golden age of entrepreneurship. Leading this charge are young people who are starting their own businesses and receiving increased support to do so.

Furthermore, 2,100 colleges and universities now teach entrepreneurship, BusinessWeek reports, up from fewer than 400 in the early '90s. The Small Business Administration found that the number of self-employed people under 21 rose from 142,000 in 2000 to 188,000 in 2005.

This USA TODAY case study explores entrepreneurship's upward trend and the role that youth play in it. Go online to see it all www.usatodaycollege.com

Meet the USA TODAY Case Study Expert: Michael Simmons



Michael Simmons, co-founder of Extreme Entrepreneurship Education and bestselling author of The Student Success Manifesto, has been a keynote speaker at events and conferences from Washington State to Washington D.C. As a 2004 graduate of the Stern School of Business at New York University, an author, a teacher, a speaker, and an award-winning entrepreneur, he is able to deliver a unique perspective that connects with audiences.

Michael's company, Extreme Entrepreneurship Education is a New York based, media and education company dedicated to helping students plan, prioritize, and pursue their own vision in life by utilizing the entrepreneurial mindset. More can be learned at <http://www.extremee.org/> Michael co-founded his first business, Princeton WebSolutions (PWS), when he was 16 years old. In 2006, Michael was named by Business Week as one of the Top 25 Entrepreneurs Under 25.



BONUS ACTIVITY

EntrepreNews & Views

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SKILLS FOR SUCCESS

21ST CENTURY SKILLS & THE CONSORTIUM STANDARDS

Entrepreneurship Education provides the perfect vehicle to prepare American youth and adults for success in whatever career they may choose. This activity suggests we compare the skills promoted by the Partnership for 21st Century Skills (a national leadership organization advocating educational change for the new century) and the National Content Standards for Entrepreneurship Education (published by the Consortium for Entrepreneurship Education.)

The **PARTNERSHIP FOR 21ST CENTURY SKILLS** advocates the following important skills:
<www.21stcenturyskills.org>

Creativity and Innovation Learning and innovation skills increasingly are being recognized as the skills that separate students who are prepared for increasingly complex life and work environments in the 21st century, from those who are not. A focus on creativity, critical thinking, communication and collaboration is essential to prepare students for the future.

- ◆ Demonstrating originality and inventiveness in work
- ◆ Developing, implementing and communicating new ideas to others
- ◆ Being open and responsive to new and diverse perspectives
- ◆ Acting on creative ideas to make a tangible and useful contribution to the domain in which the innovation occurs

Life and Career Skills. Today's life and work environments require far more than thinking skills and content knowledge. The ability to navigate the complex life and work environments in the globally competitive information age requires students to pay rigorous attention to developing adequate life and career skills.

- ◆ Flexibility & Adaptability
- ◆ Initiative & Self-Direction
- ◆ Social & Cross-Cultural Skills
- ◆ Productivity & Accountability
- ◆ Leadership & Responsibility

STUDENTS "DO IT YOURSELF" PLAN:

In order for anyone to grow in their personal leadership potential and personal management skills they must spend personal energy developing those skills that will propel them into the future roles they personally desire. Development of personal traits and behaviors are not easily focused on in school nor are they easily evaluated. Therefore this DIY (Do It Yourself) learning experience will be something you can organize for yourself and get someone to be your "accountability check" to help you evaluate your behaviors and growth.

This experiential learning activity is the opportunity for you to organize to develop or improve your personal leadership and personal management skills. The learning process outlined below will allow you to adapt it to your learning style and circumstance. This learning experience may take a while so you may need to build in some evaluation check points and someone to provide you some accountability as you DIY. You should be able to provide to your teacher the learning plan and planned accountabilities/evaluation and obtain course credit for your personal development work.

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**** This bonus activity is designed to be clipped from the newsletter and used in the classroom.
Feel free to share with others.

CONSIDER THE NATIONAL CONTENT STANDARDS FOR ENTREPRENEURSHIP EDUCATION

As you prepare your personal skill evaluation it is useful to compare the Consortium Standards and the 21st Century Skills listing of skills necessary for success in this new Century. For a complete listing of the entrepreneurial traits/behaviors and skills you can look at the National Content Standards on the website www.entre-ed.org.

From the Consortium Standards the key leadership and personal management skills that entrepreneurs indicated as essential traits and behaviors are shown below:

B Entrepreneurial Traits/Behaviors: Understands the personal traits/behaviors associated with successful entrepreneurial performance

Leadership

- B.01 Demonstrate honesty and integrity
- B.02 Demonstrate responsible behavior
- B.03 Demonstrate initiative
- B.04 Demonstrate ethical work habits
- B.05 Exhibit passion for goal attainment
- B.06 Recognize others' efforts
- B.07 Lead others using positive statements
- B.08 Develop team spirit
- B.09 Enlist others in working toward a shared vision
- B.10 Share authority, when appropriate
- B.11 Value diversity

Personal Management

- B.17 Maintain positive attitude
- B.18 Demonstrate interest and enthusiasm
- B.19 Make decisions
- B.20 Develop an orientation to change
- B.21 Demonstrate problem-solving skills
- B.22 Assess risks
- B.23 Assume personal responsibility for decisions
- B.24 Use time-management principles
- B.25 Develop tolerance for ambiguity
- B.26 Use feedback for personal growth
- B.27 Demonstrate creativity
- B.28 Set personal goals

ASSIGNMENT FOR YOUR "DIY" ASSESSMENT:

- Identify activities that you will use to develop or improve leadership or personal management skills. Utilize either activities in which you are currently involved or determine what activities you will need to involve your self in to have the opportunity to learn/improve the skill.
- When you have a plan in place focus on the specific actions that you can be involved with to learn/demonstrate/improve the trait/behavior.
- As specific actions have been completed document the action and meet with your mentor/ accountability partner/evaluator to share what the specific action was and how you dealt with it.
- After you have worked through each specific action, and especially as you complete your focus on all the traits and behaviors, develop a personal improvement plan to allow you to continue to improve the entrepreneurial traits and behaviors. These skills will allow you to become a more effective person and leader in whatever you choose to do in the future. "Do It Yourself" is a never ending personal improvement project! **Keep working to be your personal best!**

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PROFESSIONAL DEVELOPMENT & Resources

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FUTURE CEO STARS

Are you receiving a copy of the Consortium's new magazine? If not, you are missing a publication by students for students. We now have published three issues since August with the fourth at the printer for November distribution.

"WHAT A GREAT WAY FOR STUDENTS TO TELL ABOUT THEIR SUCCESSES AS EMERGING ENTREPRENEURS"

Annual subscriptions are available for \$25 each. Contact Mike Ashmore at <mashmore@entre-ed.org>

Be sure all of your students have the opportunity to receive this great magazine.... perhaps the Rotary or Chamber of Commerce would sponsor you.

Check out the Opportunity for your club or class to make money for activities. Get a major discount on 100 subscriptions.



CELEBRATE ENTREPRENEURSHIP EVERYWHERE

FEBRUARY 23 - MARCH 1, 2007

Check the National Entrepreneurship Week Website
<www.NationalEweek.com>

- To register your support
- To receive email updates
- To share your special events
- To join your State Leadership Team
- To obtain marketing materials
- To find resources for the classroom
- To post media coverage
- To stay on top of the latest information